



YOUR PERSONAL GUIDE TO
SELLING YOUR HOME



MEET AMY BROWN

Amy Brown is an award-winning Realtor for Royal LePage Sterling, primarily serving the Tri-Cities community, where she was born and raised. Amy first became interested in real estate at the young age of 16 while observing her parents prioritize financial security by investing in multiple rental properties. This curiosity grew into a deeper desire to help others reach their real estate goals and is ultimately what led her to become a Realtor.

Only wanting to learn from the best and most successful in the business, Amy has experienced both the privilege and the pressure of mentoring under award-winning agents in the Phil Haig Team and then later under renowned luxury Realtor, Don Butt. The most important lesson learned; It's not about luck; it is about doing the work. *To be above average, you have to be willing to go beyond what the average Realtor does to achieve average results.*

Amy found her first clients by door knocking. Her model hasn't changed because it is this same hustle and "pound the pavement" attitude that is the foundation for her consistent success. It is the reason why even through a global pandemic, 2020 has been one of Amy's most successful years in real estate to date. In Amy's first year as a solo agent, she was awarded RE/MAX Sabre's "Rookie of the Year." In subsequent years, Amy has continued to grow her business to mostly referral based and is now ranking in the top 10% of Realtors of over 14,000 Realtors in Greater Vancouver.



"WHEN YOU DO WHAT YOU LOVE, DOING THE WORK DOESN'T FEEL LIKE WORK. There is no better feeling than being able to hand over the keys to a first-time home buyer or to help move a growing family up in the market. I love my clients, and I am forever grateful for the trust they continually place in me as their agent!" – **Amy Brown**

PRICING STRATEGY

THE 3 MARKET CONDITIONS

SELLER'S MARKET

Inventory is low. Properly priced homes generally sell **within the first month of listing**. If you have not received an offer within this time period, it is priced too high.

BALANCED MARKET

Inventory is meeting demand. There is no perceived advantage to either buyers or the sellers. Properly priced homes should sell **within 1-2 months**.

BUYER'S MARKET

There are plenty of homes for sale in every price range and area. Homes priced just below other, similar homes will usually sell **within 2-3 months**.

Usually, in a Buyer's Market, home values are on the decline so the sooner you sell, the better it is for you!

THE 3 FACTORS TO SELLING A PROPERTY

1. The listing price

2. The level of motivation in both the seller and the buyers

3. The marketing plan of your Realtor

The things you can control are the initial listing price and your own personal motivation for selling the property. Your Realtor is responsible for implementing an effective marketing plan.

Before setting your listing price, you need to seriously consider the following:

1. Are the benefits of moving important enough to you to price your property at fair market value?
2. Is your understanding of the current market value of your home based on actual statistical data?
3. Does it make sense for you to stay in the property any longer than you have to?
4. Are you willing to consider pricing your home just below similar homes that are currently for sale?
5. How long are you willing to wait for to sell your home?

THE SELLING PROCESS

The selling process can be a bumpy road to travel. I will be an invaluable source of knowledge, contacts and advice, helping you get the best results from listing to sale.



CONSULTATION

Help me to thoroughly understand your needs, then enter into an agency relationship:

- Sign Multiple Listing Contract
- Schedule A
- Data Input Form
- Property Disclosure
- Disclosure of Representation in Trading Services
- FINTRAC Form

LIST AND MARKET YOUR PROPERTY

I will provide professional advice to market your property to its full potential, and optimize showings.

See my professional marketing plan, within this guide.

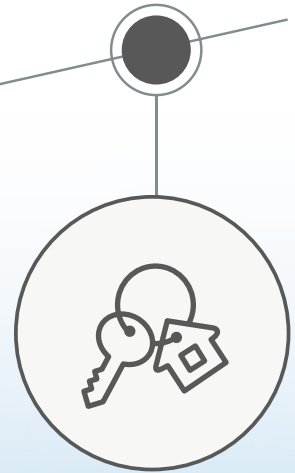
SHOWINGS

I will coordinate showings with all prospective Realtors and their buyers. I will provide detailed feedback from showings and help you respond to those insights if it's deemed necessary.

PRESENTATION OF OFFERS

I will advise how to negotiate an offer that is in your best interest!

STEP 8



POSSESSION

I will deliver your keys to the Buyer's Realtor so they can officially move in.

STEP 7



COMPLETION

This is the official date that you receive the funds from the sale of your home.

STEP 6



REMOVE SUBJECTS

Your property is officially SOLD! Now it's time to arrange for movers, transfer utilities, insurance, forward mail, etc.

You will need to visit your Lawyer or Notary to sign final closing documents.

STEP 5



OFFER IS ACCEPTED

Once an offer is accepted it will likely come with Conditions and Subject Clauses.

I will liaise with the Buyer's Realtor to help ensure that all Conditions and Subject Clauses are satisfied.


Amy Brown
REAL ESTATE PROFESSIONAL.

MY PROFESSIONAL MARKETING STRATEGY



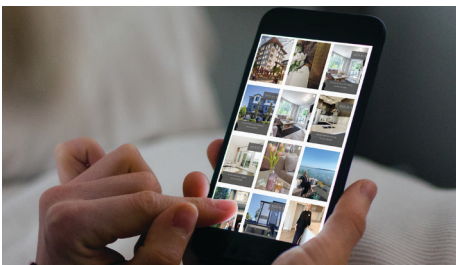
Custom Signage



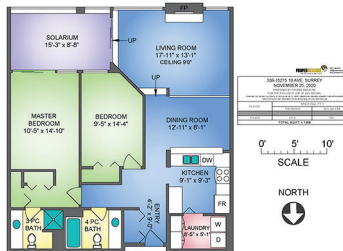
Current Market Expertise



Professional Photography



Social Media Marketing
Facebook & Instagram



Floor Plans



Negotiation Expertise



Home Staging
when required



Targeted Mail-Outs



Realtor® and Personal
Network of Buyers



Virtual Tour / Video



Custom Property Brochures



Aerial Photos / Video
when required

TIPS for Best Showings

Buyers are excited to see your home.

They have high hopes that this will be **THE ONE!**

It helps when you do everything to bring that vision to life!

- 1 Ensure easy access to your home
- 2 Remove parked cars from the driveway
- 3 Prune overgrown trees that impede line of sight from the street
- 4 Ensure that all walkways and entrances are clear and swept clean
- 5 Keep your lawn mowed and edged
- 6 Remove debris from landscaping
- 7 Keep you home clean - people will notice and remember a well kept home
- 8 Keep all lights on and be sure to replace any bulbs that need replacing
- 9 Keep all drapes and shutters open
- 10 Keep all doors unlocked
- 11 If possible leave some soft music playing
- 12 Leave the premises - take a short walk with any children or pets
- 13 Let potential buyers be at ease and let the agents do their job



WHAT
HAPPY
PEOPLE
HAVE
TO SAY





The Wang Family

We came to know Amy as a smiley neighbour in the apartment that we lived in - that we ended up selling with her help! Turns out she was more than a smiley neighbour. When we decided to sell the our apartment we started off with the mentality of just testing the water (it was our first home) but through the process we got to know and appreciate Amy's professionalism - the beautiful staging, photoshoot and brochure said it all. Bonus that we got our full asking price! She made herself available through emails, calls and texts almost 24/7. She also worked tirelessly in the buying part of the process, went to many showings with us and was able to secure our new home under asking! All in all we were happy with Amy's real estate transaction experiences but were even more appreciative of her dedication to clients no matter the dollar amount! Thank you Amy!



Jessica Stafford

I highly recommend Amy as a real estate agent. As a first time home buyer, Amy calmed my nerves and helped guide me every step of the way. She had so much knowledge when it came to looking at condos. She ensured I considered everything I needed to before making the big decision. She was always very responsive to my texts and emails and was fast to set up showings at promising listings. She helped me snag an amazing unit at an unbelievable price, allowing me to buy in a neighbourhood I thought I would be priced out of. On top of all that, she is incredibly friendly and fun to work with - even in the middle of the pandemic. Thank you, Amy!! You've gained a client for life. Can't wait to work together again whenever I'm ready to upsize.



The Dale Family

Five stars is cutting it short! Amy should get 10! Amy recently sold our townhouse amidst the Covid crisis. No easy feat. She worked so hard for us and achieved excellent results. We have dealt with Amy before and she has not only become the best Realtor we have had, but also a great friend. She has always been there for any questions we had and went over and above for us. I highly recommend Amy Brown for your Real Estate needs.



Caitee Williams

Amy is an absolute superstar! Made the process stress free and simple all while being so much fun to work with. Highly recommend.



Hamid S.

Amy was amazing and very helpful with making sure the house was ready for the photos. It was a pleasure working together and am looking forward to the next listing.



The Lai Family

Amy Brown is an amazing - very good estate agent. She is fast in action and response. She is quickly arranged times to visit homes we were interested in before we request. She is patient, friendly and knowledgeable. Amy patiently shared her opinions and offered a lot of useful information. It was a wonderful experience working with Amy. We will definitely be more than happy to recommend her to our family and friends!



The Yoshida Family

Amy helped us find our beautiful home in 2017. Finding a house was a stressful time for us, but she made sure that the process went as smoothly as possible. She is a charismatic girl with a professional attitude, and she has a strong desire to please the client. I would highly recommend Amy for anyone who is in search of a new home.



REMEMBER...

Before you move, you should contact the following companies and service providers:

Utilities:

- ☐ Electric
- ☐ Telephone
- ☐ Water
- ☐ Cable
- ☐ Gas

Insurance Companies:

- ☐ Accidental
- ☐ Auto
- ☐ Health
- ☐ Home
- ☐ Life
- ☐ Renters
- ☐ Business

Clubs & Associations:

- ☐ Health & Fitness
- ☐ Country Club

Accounts:

- ☐ Banks
- ☐ Cellular Phone
- ☐ Department Stores
- ☐ Finance Companies
- ☐ Credit Cards

Miscellaneous:

- ☐ Business Associates
- ☐ House of Worship
- ☐ Drug Store
- ☐ Dry Cleaner
- ☐ Hair Stylist

Subscriptions:

- ☐ Magazines
- ☐ Newspapers

Professional Services

- ☐ Broker
- ☐ Accountant
- ☐ Doctor
- ☐ Dentist
- ☐ Lawyer

Government:

- ☐ Revenue Canada
- ☐ Post Office
- ☐ Schools
- ☐ Licensing
- ☐ Library
- ☐ Veterans Admin.



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